4:00 pm Registration & Social Hour

Guests are welcome to tour the 40th Floor and take in Milwaukee's spectacular skyline, including a bird's eye view of the Menomonee River Valley, and view successful redevelopment projects though the Brownfields Walk of Fame {See pages 4 & 5 for descriptions of exhibits}

5:00 pm Program

WELCOME

Bruce Keyes

Foley & Lardner LLP

Brownfields Study Group Member

MILWAUKEE'S URBAN RENAISSANCE

Honorable Mayor Tom Barrett

City of Milwaukee

HONORED LEGISLATIVE SPEAKERS

State Representative Jon Richards

State Senator Jeff Plale

Carol Roessler

Division Administrator, WI Dept. of Revenue

Former State Senator



HONORED STATE & FEDERAL SPEAKERS

Pat Henderson

Deputy Secretary, WI Dept. of Natural Resources

Jim O'Keefe

Division Administrator, WI Dept. of Commerce

Jim Mayka

Land Revitalization Chief, U.S. EPA Region 5

WHY WISCONSIN'S BROWNFIELDS INITIATIVE WORKS: ONE COMMUNITY'S EXPERIENCE

Karen Harkness

Executive Director, Future Neenah, Inc.

Bob Buckingham

Neenah Community Development Director

BROWNFIELDS STUDY GROUP RECOGNITION

Presented By **Deputy Secretary Pat Henderson**Wisconsin Department of Natural Resources

WHY WISCONSIN'S BROWNFIELDS INITIATIVE WORKS: FROM THE PROPHETS TO THE PROFITS

John Antaramian

Former Kenosha Mayor & State Legislator Brownfields Study Group Member

Peter McAvoy

16th Street Community Health Center Brownfields Study Group Member

Bob Monnat

The Mandel Group

THE FUTURE - BROWNFIELDS 2020 & BEYOND

Bruce Keyes

Foley & Lardner LLP

6:00 pm Networking & Celebration 7:00 pm Adjourn & Safe Journeys!

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FROM BOLD VISION TO COMMUNITY SUCCESS

Brownfield Exhibit Rooms Brownfields Assembly Hall – Main Event

Sponsored by Foley & Lardner LLP Sponsored by The Mandel Group

Just Desserts: A Virtual Reality Tour of Successful Brownfield Projects Across Wisconsin (New York Room)

Sponsored by Shaw Environmental & Infrastructure, Inc.

Down In The Valley: A Bird's Eye View of Milwaukee's Brownfield Projects (Milwaukee Room)

Sponsored by The Redevelopment Authority of the City of Milwaukee

Brownfields Walk of Fame Community Redevelopment Leaders

The following cities are excellent examples of communities creating public and private partnerships that go beyond the usual site-specific approach to create successful brownfield redevelopments on a grander scale.

GLENDALE — Turning their blighted areas into community assets

KENOSHA — A waterfront renaissance of epic proportions

Sponsored by AIG Environmental

LA CROSSE — Bringing the future back to the Mississippi River shoreline Sponsored by Shaw Environmental & Infrastructure, Inc.

OSHKOSH — A natural way to recreate their waterfront image
WEST ALLIS — A century of proud industrial heritage transformed into
economic and environmental benefits for West Allis residents

Sponsored by The Environmental Management Company (TEMCO)
Sponsored by the City of West Allis and FIRE

Urban Brownfield Movers & Shakers

These communities are part of Wisconsin's vibrant urban renewal, stoking the public-private partnership flames to forge new riverfronts, downtowns and residential neighborhoods.

APPLETON — Changing the way communities view the Fox River
EAU CLAIRE — Where waterfront redevelopment and greenspace meet at the river's edge

NEENAH — Rejuvenation born from the area's papermaking traditions of partnerships and community

SHEBOYGAN — A new beginning for an old brownfield eyesore Brownfields 2006 Phoenix Award Winner (U.S. EPA)

WAUSAU — Bouncing back from blight to create greenspace and housing for Wausau residents

Rural Redevelopment Stars

As these communities show, you don't have to be big city to be on the leading edge of brownfields redevelopment.

- AMERY Public benefits from successful redevelopments are an important part of many brownfield projects
- BARABOO An old scrap yard gets a much-needed facelift and a rural Wisconsin community reaps the benefits
- DELAVAN This old industrial corridor goes green thanks to a successful public-private partnership

2008 U.S. EPA Region 5 Brownfields Sustainability Award

- FOND DU LAC COUNTY One of the first successful brownfield projects in the state
- ONALASKA An old auto-wrecking facility becomes an economic asset for a rural Mississippi River Valley community
- POTOSI Once a brewery, now a national brewery museum for a small south central Wisconsin town
- SEYMOUR This rural northeast community honors their veterans with a new park where a brownfield once stood
- $\label{eq:WAUNAKEE} WAUNAKEE-A gem among brownfield gems, this former cannery now serves Waunakee's residents, including their senior population$

2007 National Community Sustainability Award Winner (ICMA)

Sponsored by Ayres Associates



POWER FROM THE PEOPLE — We Thank You For Your Support

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The Redevelopment Authority of the City of Milwaukee



Shaw Shaw Environmental & Infrastructure, Inc.



The Wisconsin Dept. of Natural Resources Remediation & Redevelopment Program

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AIG Environmental*









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BROWNFIFLDS PROGRAM SPONSORS











WISCONSIN BROWNFIELDS STUDY **GROUP MEMBERS: 1998-2008**

THANK YOU FOR 10 YEARS OF HARD WORK AND SUCCESS!!

John Antaramian

Brian Borofka

Beverly Craig

Nancy Frank

James Goeser

Jeff Gohlke

Ken Haberman

Arthur Harrington

Sandy Heidel

Steve Hiniker

Bruce Keyes

Larry Kirch

Dennis Lawton

Peter McAvoy

Dave Misky

Thomas Mueller

Peter Peshek

Scott Manley

John Robinson

Pat Stevens

John Stibal

Joy Stieglitz

Caryl Terrell

Mark Thimke

Sam Tobias

Scott Wilson



EXHIBIT PHOTOS COURTESY OF: City of Amery; City of Glendale; City of Kenosha; City of Sheboygan; City of West Allis; Future Neenah, Inc.; Ayres Associates; HNTB; The Environmental Management Company (TEMCO); West Bend Machine Works; Wisconsin Department of Natural Resources Remediation & Redevelopment Program

